



Administered by
UNIVERSITY OF MAINE SYSTEM
Office of Strategic Procurement

REQUEST FOR PROPOSALS

ATHLETICS TICKETING SOLUTION
University of Maine

RFP # 13-11

ISSUE DATE:
April 29, 2011

PROPOSALS MUST BE RECEIVED BY:
May 25, 2011

DELIVER PROPOSALS TO:

University of Maine System
Office of Strategic Procurement
Attn: Hal Wells
16 Central Street
Bangor, ME 04401

SECTION ONE

1.0 GENERAL INFORMATION:

- 1.1 Purpose: The University of Maine acting through the University of Maine System is seeking proposals from qualified hosted athletics ticketing system vendors for the provision of a new state-of-the-art ticketing solution for the University's Athletics Department.

This Request for Proposals (RFP) states the instructions for submitting proposals, the procedure and criteria by which a vendor may be selected and the contractual terms by which the University intends to govern the relationship between it and the selected vendor.

- 1.2 Definition of Parties: The University of Maine will hereinafter be referred to as the "University." Respondents to the RFP shall be referred to as "Bidder(s)" or "bidder(s)". The Bidder to whom the Contract is awarded shall be referred to as the "Contractor."

- 1.3 Background: The University of Maine's Department of Intercollegiate Athletics, located in Orono, Maine, boasts seventeen (17) Division 1 sports, while competing in football in the Division 1 Football Championship Series. As the flag ship University and only Division 1 institution within the state of Maine, the University hosts more than 150 intercollegiate events on campus each year attracting over 200,000 spectators. University student athletes have continually found success on the playing surface as well as within the classroom by leading the conference and winning the 2004 America East Academic Cup as well as accumulating over fifty-two (52) conference championships and two (2) NCAA National Championships in men's hockey.

The Athletics department ticket office issues approximately 175,000 tickets per fiscal year (July 1st – June 30th) in three (3) different athletic venues with a possible fourth coming on line in the future. They are currently using a system supplied by Blackbaud.

- 1.3.1 Historical Ticketing Information: This information is provided for reference only. The University makes no guarantee as to the number of future ticket sales or dollar volume.

A. Seating Capacity

- Alford Arena (Hockey) 5,445
- Alford Arena (Basketball) 5,565
- Alford Stadium (Football) 8,200
- Mahaney Diamond (Baseball) 1,500

B. Ticket Pricing

- Football
 - Single \$15/\$12
 - Season Ticket \$60 Adult, \$40 Youth or Senior, \$195 Family Pack
- Hockey
 - Single \$22/\$19
 - Season Ticket \$324
- Basketball
 - Single \$10/\$8/\$2
 - Season Ticket \$99 Reserved, \$88 General Admission

- Baseball
 - Single \$6/\$4/\$3
 - Season Ticket \$45 Adult, \$28 Youth or Senior, \$65 Family Pack

C. Ticket Sales

- Paid Season Tickets Average per Year
 - Football 800
 - Hockey 2,400
 - Baseball 150
 - Men's Basketball 150
 - Women's Basketball 300

- Paid Single Game Tickets Average per Year
 - Football 6,000
 - Hockey 11,000
 - Baseball 1,500
 - Men's Basketball 4,000
 - Women's Basketball 4,500

- Comp Tickets Average per Year
 - Football 8,300
 - Hockey 14,000
 - Baseball 2,100
 - Men's Basketball 10,000
 - Women's Basketball 12,000

- Student Comp Tickets Average per Year
 - Football 12,000
 - Hockey 16,000
 - Baseball 1,500
 - Men's Basketball 2,500
 - Women's Basketball 1,500

1.3.2 Ticket Sales Revenue:

Year	Season Ticket Revenue	Single Game Estimated Phone 60%; Box Office 40%	Total Revenue
2009 – 2010	\$ 972,874	\$297,212	\$1,270,086
2008 – 2009	\$1,246,164	\$241,484	\$1,487,648
2007 – 2008	\$1,531,232	\$253,016	\$1,784,248

1.3.3 Season Ticket Sales by sport:

Year	Hockey	Football	Men's Basketball	Women's Basketball	Baseball
2010 – 2011	\$ 771,660	\$39,777	\$12,117	\$26,755	
2009 – 2010	\$ 825,122	\$36,662	\$11,301	\$29,412	\$2,124
2008 - 2009	\$1,076,741	\$44,247	\$13,286	\$36,890	\$2,444

1.3.4 Box Office Staffing Levels:

- Full time staff: three (3) employees
- Part time/Event Day staff: 12 – 20 personnel depending on venue and sport

- 1.4 Scope: The University is seeking an integrated, state-of-the-art hosted ticketing and development software system to be used solely by the Athletics Department. The goals of the new ticketing system include maximizing ticket sales and ticket-related revenue for athletic events, providing a positive customer and brand experience, maximizing and utilizing a system that can capitalize on new and emerging technologies, and maximizing customer data capture, analytic capabilities and reporting. The scope of work includes providing and maintaining web-based software, providing training to University staff members and providing on-line ticketing service to customers. The intent of this agreement is to have services provided to the University beginning in June 2011 and terminating on June 30, 2014. With the mutual written agreement of both parties this contract can be extended by two (2) additional one (1) year periods. The University makes no commitment to purchase any minimum or maximum quantity of services or dollar volume from the Contractor.
- 1.5 Evaluation Criteria: Proposals will be evaluated on many criteria deemed to be in the University's best interests, including, but not limited to those shown below. A weighted scale, illustrated by the possible points for each criterion, shall be used.

Evaluation Criteria	Possible Points
Compliance with specifications	30
Company experience in providing services	10
Fees to end user	10
References of similar scope	10
Cost	40
Total Points	100

- 1.6 Award of Proposal: Presentations may be requested of two or more bidders deemed by the University to be the best suited among those submitting proposals on the basis of the selection criteria. After presentations have been conducted, the University may select the bidder which, in its opinion, has made the proposal that is the most responsive and most responsible and may award the Contract to that bidder. The University reserves the right to waive minor irregularities. Scholarships, donations, or gifts to the University, will not be considered in the evaluation of proposals. The University reserves the right to reject any or all proposals, in whole or in part, and is not necessarily bound to accept the lowest cost proposal if that proposal is contrary to the best interests of the University. The University may cancel this Request for Proposals or reject any or all proposals in whole or in part. Should the University determine in its sole discretion that only one bidder is fully qualified, or that one bidder is clearly more qualified than any other under consideration, a contract may be awarded to that bidder without further action.
- 1.7 Award Protest: Bidders may appeal the award decision by submitting a written protest to the University of Maine System's Director of Strategic Procurement within five (5) business days of the date of the award notice, with a copy of the protest to the successful bidder. The protest must contain a statement of the basis for the challenge.
- 1.8 Communication with the University: It is the responsibility of the bidder to inquire about any requirement of this RFP that is not understood. Responses to inquiries, if they change or clarify the RFP in a substantial manner, will be forwarded by addenda to all parties that have received a copy of the RFP. Addenda will also be posted on our web site, www.maine.edu/strategic/upcoming_bids.php. The University will not be bound by oral responses to inquiries or written responses other than addenda.

WRITTEN INQUIRIES SHALL BE SUBMITTED NO LATER THAN MAY 13, 2011
RESPONSES TO INQUIRIES WILL BE SENT NO LATER THAN MAY 18, 2011

Inquiries must be made to: Hal Wells
Office of Strategic Procurement
University of Maine System
16 Central Street
Bangor, Maine 04401
hcwells@maine.edu

- 1.9 Proposal Submission: A **SIGNED** original and seven (7) copies of the proposal must be submitted to the Office of Strategic Procurement, University of Maine System, 16 Central Street, Bangor, Maine 04401, in a sealed envelope by **Wednesday, May 25, 2011**, to be date stamped by the Office of Strategic Procurement in order to be considered. Normal business hours are 8:00 a.m. to 5:00 p.m., Monday through Friday. Bidders may wish to check <http://www.maine.edu/alerts/> to determine if University operations have been suspended. Proposals received after the due date will be returned unopened. There will be no public opening of proposals (see Confidentiality clause). In the event of suspended University operations, proposals will be due the next business day. Vendors are strongly encouraged to submit proposals in advance of the due date to avoid the possibility of missing the due date because of unforeseen circumstances. Vendors assume the risk of the methods of dispatch chosen. The University assumes no responsibility for delays caused by any package or mail delivery service. Postmarking by the due date WILL NOT substitute for receipt of proposal. Additional time will not be granted to any single vendor, however additional time may be granted to all vendors when the University determines that circumstances require it. **FAXED OR E-MAIL PROPOSALS WILL NOT BE ACCEPTED.** The envelope must be **clearly** identified on the outside as follows:

Name of Bidder
Address of Bidder
Due Date
RFP #13-11

- 1.10 Proposal Understanding: By submitting a proposal, the bidder agrees and assures that the specifications are adequate, and the bidder accepts the terms and conditions herein. Any exceptions should be noted in your response.
- 1.11 Costs of Preparation: Bidder assumes all costs of preparation of the proposal and any presentations necessary to the proposal process.
- 1.12 Debarment: Submission of a signed proposal in response to this solicitation is certification that your firm (or any subcontractor) is not currently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any State or Federal department or agency. Submission is also agreement that the University will be notified of any change in this status.
- 1.13 Proposal Validity: Unless specified otherwise, all proposals shall be valid for ninety (90) days from the due date of the proposal.
- 1.14 Specification Protest Process and Remedies: If a bidder feels that the specifications are written in a way that limits competition, a specification protest may be sent to the Office of Strategic Procurement. Specification Protests will be responded to within five (5) business days of receipt. Determination of protest validity is at the sole discretion of the University. The due date of the proposal may be changed if necessary to allow consideration of the protest and issuance of any necessary addenda. Specification protests shall be presented to the University in writing as soon as identified, but no less than five (5) business days prior to

the bid opening date and time. No protest against the award due to the specifications shall be considered after this deadline. Protests shall include the reason for the protest and any proposed changes to the specifications. Protests should be delivered to the Office of Strategic Procurement in sealed envelopes, clearly marked as follows:

SPECIFICATION PROTEST, RFP #13-11

- 1.15 Confidentiality: The information contained in proposals submitted for the University's consideration will be held in confidence until all evaluations are concluded and an award has been made. At that time, the winning proposal will be available for public inspection. Pricing and other information that is an integral part of the offer cannot be considered confidential after an award has been made. The University will honor requests for confidentiality for information of a proprietary nature to the extent allowed by law. Clearly mark any information considered confidential.

SECTION TWO

2.0 GENERAL TERMS AND CONDITIONS:

- 2.1 **Contract Administration:** The University of Maine's Director of Purchasing and Resource Efficiency or designee shall be the University's authorized representative in all matters pertaining to the administration of this Contract. A designated manager(s) for the University will be responsible for day-to-day ticketing operations as well as specific procedural matters.
- 2.2 **Contract Documents:** If a separate contract is not written, the Contract entered into by the parties shall consist of the RFP, the signed proposal submitted by the Contractor, the specifications including all modifications thereof, and a purchase order or letter of agreement requiring signatures of the University and the Contractor, all of which shall be referred to collectively as the Contract Documents.
- 2.3 **Contract Term:** The initial term of this Contract shall begin as of the date of last signature (execution of the Contract) and shall terminate June 30, 2014. With mutual written agreement of the parties this Contract may be extended for two (2) additional one-year periods.
- 2.4 **Contract Modification and Amendment:** The parties may adjust the specific terms of this Contract (except for pricing) where circumstances beyond the control of either party require modification or amendment. Any modification or amendment proposed by the Contractor must be in writing to the Contract Administrator. Any agreed upon modification or amendment must be in writing and signed by both parties.
- 2.5 **Pricing:** Quoted fees shall be fixed for the initial term of the Contract. Requests for price changes shall be submitted in writing to the Contract Administrator thirty (30) days prior to any Contract extension.
- 2.6 **Cancellation/Termination:** If the Contractor defaults in its agreement to provide services to the University's satisfaction, or in any other way fails to perform work in accordance with the contract terms, the University shall promptly notify the Contractor of such default and if adequate correction is not made within ten (10) days, the University shall have the right to cancel the Contract upon thirty (30) days written notice.

Except for such cancellation for cause by the University, either the University or the Contractor may terminate this Contract by giving sixty (60) days advance written notice to the other party. Cancellation does not release the Contractor from its obligation to provide services per the terms of the Contract during the notification period.
- 2.7 **Contract Validity:** In the event one or more clauses of the Contract are declared invalid, void, unenforceable or illegal, that shall not affect the validity of the remaining portions of the Contract.
- 2.8 **Non-Waiver of Defaults:** Any failure of the University to enforce or require the strict keeping and performance of any of the terms and conditions of this Contract shall not constitute a waiver of such terms, conditions, or rights.
- 2.9 **Clarification of Responsibilities:** If the Contractor needs clarification of or deviation from the terms of the Contract, it is the Contractor's responsibility to obtain written clarification or approval from the Contract Administrator.
- 2.10 **Litigation:** This Contract and the rights and obligations of the parties hereunder shall be

governed by and construed in accordance with the laws of the State of Maine without reference to its conflicts of laws principles. The Contractor agrees that any litigation, action or proceeding arising out of this Contract, shall be instituted in a state court located in the State of Maine.

- 2.11 Indemnification: The Contractor agrees to be responsible for, and to protect, save harmless, and indemnify the University and its employees from and against all loss, damage, cost and expense (including attorney's fees) suffered or sustained by the University or for which the University may be held or become liable by reason of injury (including death) to persons or property or other causes whatsoever, in connection with the operations of the Contractor or any subcontractor under this Contract.
- 2.12 Assignment: Neither party of the Contract shall assign the Contract without the prior written consent of the other, nor shall the Contractor assign any money due or to become due without the prior written consent of the University.
- 2.13 Equal Opportunity: In the execution of the Contract, the Contractor and all subcontractors agree, consistent with University policy, not to discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status or gender expression, national origin or citizenship status, age, disability or veteran's status and to provide reasonable accommodations to qualified individuals with disabilities upon request. The University encourages the employment of individuals with disabilities.
- 2.14 Sexual Harassment: The University is committed to providing a positive environment for all students and staff. Sexual harassment, whether intentional or not, undermines the quality of this educational and working climate. The University thus has a legal and ethical responsibility to ensure that all students and employees can learn and work in an environment free of sexual harassment. Consistent with the state and federal law, this right to freedom from sexual harassment was defined as University policy by the Board of Trustees.

Failure to comply with this policy could result in termination of this Contract without advanced notice. Further information regarding this policy is available from:

The University of Maine
Director of Equal Opportunity
North Stevens Hall
Orono, ME 04469
(207) 581-1226

- 2.15 Contractor's Liability Insurance: During the term of this agreement, the Contractor shall maintain the following insurance:

<u>Insurance Type</u>	<u>Coverage Limit</u>
1. Commercial General Liability (Written on an Occurrence-based form)	\$1,000,000 per occurrence or more (Bodily Injury and Property Damage)
2. Vehicle Liability (Including Hired & Non-Owned)	\$1,000,000 per occurrence or more (Bodily Injury and Property Damage)
3. Workers Compensation	Required for all personnel (In Compliance with Applicable State Law)

The University of Maine System shall be named as Additional Insured on the Commercial

General Liability insurance.

Certificates of Insurance for all of the above insurance shall be filed with:
Director of Purchasing and Resource Efficiency
University of Maine
5765 Service Building
Orono, Maine 04469-5765

Certificates shall be filed prior to the date of performance under this Agreement. Said certificates, in addition to proof of coverage, shall contain the standard statement pertaining to written notification in the event of cancellation, with a thirty (30) day notification period.

As additional insured and certificate holder, the University should be included as follows:
University of Maine System
16 Central Street
Bangor, Maine 04401

- 2.16 Smoking Policy: The University of Maine is a tobacco-free campus. This policy applies to faculty, staff, students, contractors, vendors and visitors. The use of tobacco and all smoking products is not permitted on any university-owned property, which includes but is not limited to, buildings, university grounds, parking areas, walkways, recreational and sporting facilities and university-owned vehicles.
- Tobacco use by definition includes the possession of any lighted tobacco products, or the use of any type of smokeless tobacco.
- 2.17 Payments: Payment will be upon submittal of an invoice to the University's Accounts payable office by the Contractor on a Net 30 basis unless discount terms are offered. Invoices must include a purchase order number. The University is using several, preferred methods of payment: PCard (Visa); Bank of America's ePayables and PayMode electronic payment systems. Please indicate your ability to accept payment via any or all of these methods.
- 2.18 Independent Contractor: Whether the Contractor is a corporation, partnership, other legal entity, or an individual, the Contractor is an independent contractor. If the Contractor is an individual, the Contractor's duties will be performed with the understanding that the Contractor is a self-employed person, has special expertise as to the services which the Contractor is to perform and is customarily engaged in the independent performance of the same or similar services for others. The manner in which the services are performed shall be controlled by the Contractor; however, the nature of the services and the results to be achieved shall be specified by the University. The Contractor is not to be deemed an employee or agent of the University and has no authority to make any binding commitments or obligations on behalf of the University except as expressly provided herein. The University has prepared specific guidelines to be used for contractual agreements with individuals (not corporations or partnerships) who are not considered employees of the University.
- 2.19 Parking Regulations and Use of Walkways: The Contractor's vehicles and those of their employees working on campus must be registered with the Department of Public Safety. Unregistered vehicles on the University campus are subject to a parking violation ticket and/or towing off campus. Contractors are advised that parking regulations are strictly enforced by campus police. Towing will be at the Contractor's expense. A copy of regulations can be obtained by calling the University Parking Office at 581-4047.
- 2.20 Intellectual Property: Pursuant to the Contract, the University may license specified uses of certain of its intellectual property and assets during the term of the Contract, as contemplated

herein. However, the University shall, in all cases, retain exclusive ownership of any and all such intellectual property and assets, including any and all derivative property and assets developed during the term of the Contract. The Contractor shall acknowledge the University's ownership of its intellectual property in the Contract and shall agree to assign any and all such intellectual property to the University at the expiration or termination of the Contract, if requested by the University.

- 2.21 **Publicity, Publication, Reproduction and Use of Contract's Products or Materials:** The Contractor shall not publicize this Contract or disclose, confirm or deny any details thereof to third parties or use any photographs or video recordings of the University's name in connection with any sales promotion or publicity event without the prior express written approval of the University.
- 2.22 **Non-Disclosure:** The Contractor and the University acknowledge that they or their employees may, in the performance of the Contract, come into the possession of proprietary or confidential information owned by or in the possession of the other. Neither party shall use any such information for its own benefit or make such information available to any person, firm, or corporation, or to other organizations, whether or not directly or indirectly affiliated with the Contractor or the University unless required by public law.
- 2.23 **Right to Audit:** At any time during the term of this Contract and for a period of four (4) years thereafter, the University or duly authorized audit representative of the University, or of the University of Maine System, at its expense and at reasonable times, reserves the right to incrementally audit the Contractor's records. In the event such an audit by the University reveals any errors, the Contractor shall rectify the error within thirty (30) days of such audit findings.
- 2.24 **PCI Security Compliance:** The Contractor shall comply with the Payment Card Industry Data Security Standards (PCI DSS) throughout the term of the Contract. The PCI Data Security Standards apply to all payment card network members, merchants and service providers that store, process or transmit cardholder data. The standards apply to all methods of credit card processing, the most comprehensive and demanding of which apply to e-commerce websites, and retail POS systems that process credit cards over the Internet. PCI official website at: <https://www.pcisecuritystandards.org>.
- 2.25 **Family Educational Rights and Privacy Act (FERPA):** The Contractor agrees to implement and maintain reasonable safeguards to ensure the security and confidentiality of student records and information, protect against anticipated threats to the security or integrity of such records and information and protect against unauthorized access to, or use of, such records and information that could result in substantial harm or inconvenience to the student. The Contractor agrees to abide by the limitations on re-disclosure of personally identifiable information from education records set forth in The Family Educational Rights and Privacy Act (34 CFR § 99.33 (a)(2)) which states that the officers, employees and agents of a party that receives education record information from the University may use the information only for the purposes for which the disclosure was made. The Contractor shall not use or disclose student information received from or on behalf of the University (or its students) except as permitted or required by the Agreement, as required by law, or as otherwise authorized in writing by the University.
- 2.26 **Notification:** The Contractor agrees to notify the University in the event of a breach of security of its system so the University can provide any required notifications and shall be financially responsible for the costs of notification and any damages arising from such a breach.

SECTION THREE

3.0 SPECIFICATIONS:

3.1 Software Functionality

3.1.1 Customer Profile and Information Management

- Capability to define and store multiple customer addresses and create user defined address types.
- Maintain adherence to USPS and international addressing standards including private carriers.
- Store complete customer demographic data, including multiple phone numbers, street addresses, email addresses, etc.
- Contain a fully programmable auto-notification process to generate email and paper mailing based on customer type, season renewals, special events, etc.
- Store all historical customer data, such as previous addresses, contact information, etc.
- A contact tracking log that includes the ability to add comments/notes, conversations, time/date stamps, etc.
- Standard comment codes for use in the contact log as well as ability to create and define University specific codes.
- Ability to archive customer reports based on existing retention schedules.
- Search capabilities via multiple criteria (e.g. last name, id numbers, seat location, etc.)
- Search capabilities that locate duplicate customer records, including deletion and or merging of duplicate records.
- Minimum of three (3) custom definable fields that allows the University to track unique identifiers assigned by the University.

3.1.2 Ticket Issuance

- Capability to support all types of transactions, including in-person, online, season tickets/renewals, free student ticketing, group sales and special promotions and codes.
- Online donation capabilities (desired functionality)
 - A web based interface that allows customers to securely update information, conduct transactions, link to online shopping via secure credit card encryptions.
 - Support bar coding for ticket issuance, verify usage and wireless verification at entrance gates.
 - Ability to print tickets at point of sale and programmable attributes including school logo/graphics and bar codes.
 - Provide graphical views of venue with zoom capabilities to specific levels, sections, rows, and seats.
 - Ability to purchase by seat search and best available seating.
 - Ability to automatically assign seats based on customer profile data (e.g. customer type, purchase history, donation level, priority rankings etc.).
- Customer web interface must include:
 - Ability to verify order status and history by customer.
 - Issue packaged events.
 - Send email confirmations.
 - Allow print at home tickets.
 - Allow online transfer from one patron to another (desired functionality).
 - Process group sales.
 - Online returns for season ticket to allow resale (desired functionality).

- Upgrade season seat assignments.
- Post-season and special events.
- Allow promotional codes and passwords.
- Real time capability between online and back office issuing.
- Accept payments including cash, checks, credit/debit cards, payment plans, payroll deduction and interdepartmental payments. All credit card numbers must be masked and not accessible to University staff.
- Ability to accept multiple payment types for a single transaction.
- Track and record changes made to data by user date, and time.

3.1.3 Administrator Control Capabilities

- Ability to export data to other University systems that support donors, financial accounting and payroll, and student information e.g. PeopleSoft and Blackbaud. (desired functionality)
- Ability to review complete file and transaction history to determine chain of events.
- Create unique ticket types for sale (e.g. season, single use, away, bowl/post season, and other related categories).
- Ability to archive information.

3.1.4 Integrated end to end Solution

- Software is compliant with Open Database Connectivity (ODBC) databases.
- Import export capabilities with a variety of third party systems via flat text file, specifically importing information into the ticketing system.
- Private branding and control of web pages.

3.1.5 Reporting

- Ability of University administrators to print real time with regard to activity, availability, and manage other related data.
- Ability of University administrators to monitor real time attendance with regard to barcode verification at entrance gates.
- Create a priority ticket listing with regard to donation levels, purchase system, or other seniority point systems. (desired functionality)
- Report on customer profiles including purchase history, events attended, and demographic information.
- On demand sales activity reporting with configurable parameters (e.g. date, revenue, event, etc.).
- On demand reports by facility and event with regard to availability.
- User friendly query tool to allow ad-hoc and custom reporting.
- Credit card information shall not be available to the University.
- Allow for full reporting on archived data.
- Data delivered using open standards in an industry standard database format.

3.2 Customer Service

- The University requires the assignment of a dedicated Account Manager. The Account Manager will be the primary relationship liaison for the University by maintaining consistent contact (e.g. meetings, conference calls etc.).
- The University will require standard technical support Eastern Standard Time (EST), as well as emergency service 24/7, 365 days.
- On-line help.
- The Contractor shall be required to provide onsite user training for the initial installation and, if needed, on-going training for new employees and/or future software releases. Onsite training may be combined with remote training sessions.
- Contractor shall provide training materials and documentation applicable to the

proposed system including training on system administration, queries and reports.

3.3 Technical and Hardware

3.3.1 Hosted Solution: The University requires that the software solution be a Contractor-owned, hosted server monitored in a secure environment with appropriate redundancy and backup infrastructure system to include but not be limited to the following capabilities:

- Provide 24/7 electronic access to the remote system by University users to conduct daily business.
- Execute daily system back-up that is to be stored in a safe and secure offsite location. The RFP response should detail the process for securing the University's data and include information on the data collocation site.
- Maintain and support all server protection to prevent security breaches.
- Solution must be compliant with Payment Card Industry (PCI) Data Security Standards.
- The system must be SAS70 certified by an independent auditing firm.
- Credit card authorizations shall take place in real time.
- Support import/export of data from other industry-standard software applications including Blackbaud and PeopleSoft. (desired functionality)

SECTION FOUR

4.0 PROPOSAL CONTENT:

Bidders shall ensure that all information required herein is submitted with the proposal. All information provided should be verifiable by documentation requested by the University. Failure to provide all information, inaccuracy or misstatement may be sufficient cause for rejection of the proposal or rescission of an award. Responses should be in order and clearly marked with the section number to which they respond.

In addition to the information requested in this section please address the following:

- Compliance with the specifications in Section Three above is valued at **thirty percent (30%)** of the total possible evaluation score. Bidders are required to clearly state whether or not the solution being offered complies with each specification. Any specification that is not met shall be identified in your response by paragraph number and bullet (e.g. paragraph 3.1.1 bullet 5).
- Bidders are encouraged to provide any additional information describing operational abilities. If your solution exceeds the specifications in Section Three please describe the additional features/capabilities. Clearly identify, by paragraph number, etc. (if applicable) which specification or description the additional information applies to. For example, if the bidder's solution has additional capabilities or features related to Ticketing and Fundraising Functionality your response might point to paragraphs 3.1.2 and 4.3.

4.1 Business Profile and References:

- Describe your company's experience and resources in providing a hosted ticketing solution for higher education institutions and/or professional sports teams. The Bidder's experience in providing the type of services required is valued at **ten percent (10%)** of the total possible evaluation score.
- A minimum of three references is required. These should be public higher education institutions and/or professional sports teams your firm has done business with in the past year **on projects with a similar scope**. Provide institution/business names with a contact person, telephone number and email address. References are valued at **ten percent (10%)** of the total possible evaluation score.

4.2 System Architecture

- 4.2.1 Describe your company's hosting environment including security, redundancy and system backup.
- 4.2.2 Indicate your system's recent uptime/downtime performance.
- 4.2.3 Describe minimum venue intranet LAN server specifications and/or PC hardware/software/operating system requirements to utilize your system.

4.3 Ticketing and Fundraising Functionality

- 4.3.1 Describe, in detail, your company's software functionality related to ticket sales, season ticket renewals, handling of payments, refunds, cancellations, exchanges, donations, priority points and customer history.

- 4.3.2 Outline your system reporting capabilities, including reconciliation of events, sales reports and account reports. Provide samples of standard reports.
- 4.3.3 Describe your company's software related to on-line donations. Can donations be made in conjunction with season ticket purchase in a "donor" area?
- 4.3.4 Describe the access management solution your company provides. Is real-time data available to track venue entry?
- 4.3.5 Describe the functionality to facilitate the sale of tickets to patrons with special needs (ADA required seating) and their accompanying guests.
- 4.4 Software and Technical Support
 - 4.4.1 Describe your software and technical support structure and scope, including hours of operation and support staff experience in working with Division 1 collegiate athletic departments and/or professional sports teams, preferably NCAA ranked Division 1.
 - 4.4.2 Describe the services provided by a dedicated account manager. Provide hours of availability for assistance.
 - 4.4.3 Provide detailed information on customer support services service locations, representation and response time.
 - 4.4.4 Describe in detail the procedures or remedies should the ticketing or management systems become unavailable (fails to load, response time exceeds five (5) seconds, etc.).
 - 4.4.5 Describe any services not specifically requested in this RFP that are available and would be of benefit to the University.
- 4.5 Branding, Ticketing Distribution and Marketing Support
 - 4.5.1 Describe how your ticketing system would keep the University of Maine brand.
 - 4.5.2 How would your company support or supplement ticket sales and marketing efforts?
- 4.6 Implementation and Training: Provide a detailed plan for installation and implementation that can be completed in two (2) months. (Note: The determination of the actual project plan will be made in conjunction with the University's implementation team.) At a minimum, the proposed plan must include a project schedule and timeline, including estimated start and end dates assuming a contract beginning date of June 13, 2011, milestones and written detail for implementation including but not omitted to the following:
 - 4.6.1 Delivery and installation schedule for all hardware and software necessary to support the proposed services.
 - 4.6.2 Hiring and training of personnel and established staff.
 - 4.6.3 Information on implementation, ongoing and post-implementation training.
 - 4.6.4 Training documentation.
 - 4.6.5 Database conversion.

- Map and transfer all existing historical ticket and customer data to the new software.
- Continue to map and transfer all data entered during the transition period. (It is important to note that tickets and ticket packages will be issued during the transition period).

4.6.6 Credit card authorization setup.

4.6.7 Assumptions and requirements regarding the University's staff participation and any costs or specifications for necessary services, hardware or software to be provided by the University outside the proposal.

4.6.8 Contingency plan describing how problems will be handled, which should include backup equipment, services personnel, escalation protocols and response and resolution times (if different than baseline support services).

4.6.9 Describe the go-live procedures to move into production operation.

4.7 Reporting: Provide information on standard reports and customized reporting options. Include samples.

4.8 Warranty: Provide all applicable warranty information.

4.9 Compliance Documentation: Provide appropriate signed documentation of compliance with PCI DSS as a validated service provider.

4.10 Pricing and Fees: The following forms shall be submitted by Bidders for a detailed breakdown of costs and fees for the specifications listed herein and a full outline of fees charged to the customer (end users). Bidders may offer multiple pricing models but shall follow the basic format of the cost proposal forms. Fees to the end user are valued **ten percent (10%)** of the total possible evaluation score. Cost is valued at **forty percent (40%)** of the total possible evaluation score.

4.10.1 Bidders shall provide a detailed fee schedule of rates for all required software, hardware and services. Quoted fees shall be fixed for the initial term of the agreement. Price changes shall be requested in writing by the Contractor thirty (30) days prior to any Contract renewal. Bidders are encouraged to propose creative and unique pricing structures that achieve the goals of standardized pricing schedule(s) and a self-supporting system.

4.10.2 Bidders may offer multiple pricing models but shall follow the basic format of the cost proposal sheet.

4.10.3 Software and Maintenance

Provide costs for software, software upgrades and maintenance. List software. Provide purpose and a brief description. Provide software licensing fees based on seven (7) users at peak.	UNIT PRICE	YEAR TWO UNIT PRICE	YEAR THREE UNIT PRICE

4.10.4 Peripheral Hardware: The University will accept proposals for the provision of the following hardware:

- A minimum of four (4) newly manufactured state of the art ticket/receipt printers that are compatible with the Contractor's software and University PC workstations. If provided, the RFP response shall include the make and model number of the ticket/receipt printers.
- The Contractor shall maintain and own all ticket/receipt equipment and replace irreparable and/or out of date equipment at the request and no cost to the University.
- A minimum of twenty-five (25) newly manufactured state of the art wireless ticket scanners. If provided, the RFP response shall include the make and model number of equipment.
- The Contractor shall maintain and own all wireless ticket scanners and replace irreparable and/or out of date equipment at the request of the University.

List Peripheral Hardware, if provided	UNIT COST OF HARDWARE	TOTAL COST OF HARDWARE

4.10.5 Installation Services and Training

List services provided for installation, implementation training and ongoing training	YEAR ONE	YEAR TWO	YEAR THREE

4.10.6 Customer Support

Provide costs of customer support services	YEAR ONE	YEAR TWO	YEAR THREE

4.10.7 List all ticket and credit card fees charged to ticket buyer (end user) and University.

Ticket Type/Price	Fee to University	Fee to ticket buyer
Reserved Seat Base = \$22		
General Admission Base = \$8		
Group Sales Base = \$5		
Complimentary = \$0		
University Student Tickets = \$0		
Team Complimentary Tickets = \$0		
Fees for canceled events		
Fees to issue lost/misplaced ticket		

SIGNATURE PAGE

COMPANY NAME: _____

By: _____
(Signature)

(Print Name)

(Title)

(Phone)

(Cell Phone)

(E-mail Address)

(Date)